

2020 Census Program Management Review (PMR)

Preparations for the 2014 Site Test

Darlene Monaco and Justin McLaughlin

December 20, 2013



Agenda

1. Scope
2. State of the 2014 Site Test
3. 2014 Site Test Teams
4. Systems Readiness
5. Operational Readiness
6. Concerns
7. High Level Schedule



Scope

- High-Level 2014 Site Test Objectives:

- Test contact alternatives for both the self-response and the non-response followup enumeration to determine the most efficient and cost effective way to get data from non-responding households.
- Test the use of Administrative Records to determine the quality of the records in conjunction with actual field enumeration while using predetermined contact strategies.
- Test the enumeration instrument prototype in the field to determine its impact on completing field enumeration and for use in the field and to determine what are the application and operational issues that need to be addressed in future testing.
- Test adaptive design approaches to set priority for cases, to either use telephone or personal visits in specified order, and to train enumerators.
- Use time and motion studies to determine enumerator challenges in using the enumeration device and to recommend changes to training.
- The 2014 Site Test will give us an opportunity to learn timing on how people come to the internet so that we can optimize systems for the future.



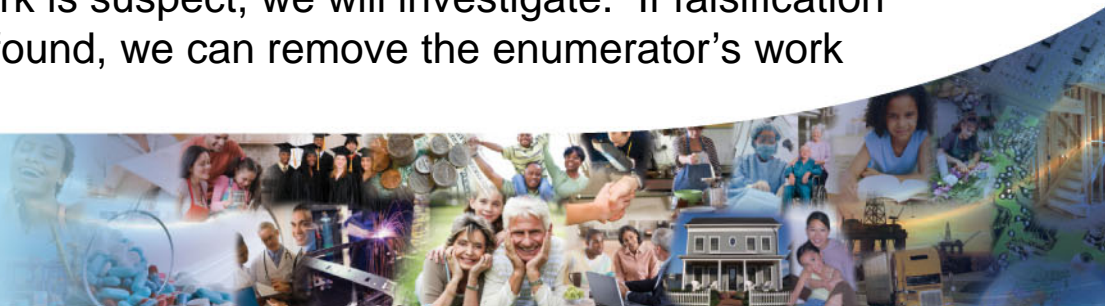
Scope - *continued*

- Limitations:
 - The 2014 Census Site Test results will be based on housing units selected from a purposive, area sample selection and cannot be generalized to the entire nation. The results do not necessarily predict trends or rate estimates expected in the 2020 Census.
 - For the nonresponse portion of the test, even with the electronic instrument, there is still limited control over the number and type of enumeration attempts. The contact data analysis is contingent upon the enumerator honestly reporting each and every contact attempt made. Also, the application does not enforce that the enumerator follow the attempt type (either personal visit or telephone call).
 - We do not know what the peak response times will be for internet responders. Though we have looked at ACS data, the survey is much longer and so there is limited responder data.
 - Solutions providers will be conducting pair and thread tests (interface testing). For this test we will not be doing end to end testing.



Scope - *continued*

- Out of Scope :
 - Only operations necessary to meet the test objectives are in scope. Therefore, operations such as: address listing; coverage followup; field reinterview and other post data collection quality control followup; other living quarters enumeration; coverage measurement and response processing are excluded.
 - In addition we are not developing applications for:
 - Automated payroll
 - Automated training
 - Routing of enumerators
 - No proactive Quality Control/Reinterview for field work. The contingency is to use Field Division's standard monitoring of outliers. If an enumerator's work is suspect, we will investigate. If falsification by the enumerator is found, we can remove the enumerator's work from the test results.



Scope - *continued*

- Change Requests - Approved
 - Self-Response content testing within internet and paper modes:
 - Split-panel testing of alternatives for Race and Hispanic Origin questions (internet mode only)
 - Testing of alternative soft-edit messages for the Race and Hispanic Origin questions (internet mode only)
 - Split-panel testing of alternative for the Relationship question (internet and paper modes)
 - Nonresponse Contact:

The Nonresponse Contact team will add additional cases for an additional panel to the non-response universe to support administrative records research.



State of the 2014 Site Test

- Test planning and systems development work was impacted by the shut down in October and the FY 14 Continuing Resolution budget that required detailing of staff off the program to other directorates thus causing resource issues to complete tasks.
- We have integrated the deploy dates for system deliverables. We are currently integrating the systems testing activities and plan to complete by December 23rd.
- We still need to select a system provider for E-mail Notification.
- The team has completed and baselined the 2014 Site Test Plan, and the 2014 Site Test business process diagrams. We are currently updating these documents to reflect the approved change requests.
- The 2014 Site Test Project, Capability and Solution Requirements are completed.
- Most specifications are either completed or are drafted for review and we are currently conducting walkthroughs with stakeholders.



2014 Site Test Teams

- **2014 Site Test Team**

Responsible for planning, coordination, and execution of the 2014 Site Test. Team members from the 2020 R&T Teams are included in this team.

- **System Reuse Team**

Responsible for coordinating the systems component of the 2014 Site test, ensuring that all solutions providers produce what is required to support the field test.

- **Solution Providers**

Responsible for delivering systems—reused/modified or to support the field test.

- **Integration Team**

Smaller body, responsible for ensuring coordination of the Site Test and System Reuse activities.



Systems Readiness Approach

- Monitor the current state of systems and their ability to provide the capabilities required for the 2014 Site Test.
- Provide information on where the solutions are in the system development lifecycle.



Systems Readiness Assumptions

- Systems used in support of the 2014 Site Test are largely existing systems being modified to support the objectives of the field test and may not represent the 2020 solutions.
- 2014 Site Test workload and required capabilities are greater than in the earlier field tests. This increased the overall complexity and requires additional collaboration, oversight, and program management requirements.
- Approach will evolve over time:
 - Adoption of Enterprise System Development Life Cycle (ESDLC 1.0) and new agency-wide requirements processes
 - New governance processes being implemented within and outside of the program
 - Systems reuse for the tests will give way to large scale enterprise and/or Decennial system development efforts are starting now to be tested later in the decade.



Systems Readiness Components

- Architecture
- Requirements
- Metrics Reporting and Phase Gate Reporting/Reviews
- Testing



Systems Readiness Components

- Architecture
 - Business Process Model: Documents are at a high level and identify the major components and flow of the field test
 - Functional Diagram: Provides a view of the range of systems supporting the field test and the interactions among the systems
 - Interconnection Catalog: Provides additional information about the interactions between the systems toward the creation of ICDs/ISAs



Systems Readiness Components

- Requirements

2020 Census Program

- Mission Level Business Requirements: requirements for the program at the highest level

2014 Site Test

- Project & Capability Requirements: requirements for the projects and the associated capabilities needed by the teams
- Solution Requirements: Provide requirements for solutions needed by the teams
- Specifications: Detailed requirements necessary for the providers to create (or modify) the systems' solutions to support teams' efforts.



Systems Readiness Components

- Metrics Reporting and Phase Gate Reporting/Reviews
 - In coordination with Program Management area, developed system related metrics on which solutions providers will report out on a monthly basis.
 - Developed a SharePoint-based reporting tool that will roll up into the program level dashboard for monthly review by Program Managers.
 - Worked closely with IT Directorate to develop a series of checklists and a process for gate reviews that will ensure solutions progressing through the SDLC have met the necessary criteria to move on to the next phase.
 - Piggybacking on SharePoint reporting tool and process.



Systems Readiness Components

- Testing
 - Each solution provider will be conducting its own testing throughout the system development process.
 - Solutions providers will be conducting testing of system interface pairs and threads.
 - We are familiar with this approach based on 2010 experiences and acknowledge that it adds risk but have accepted the risk given budget and time constraints.



Systems Readiness - Status

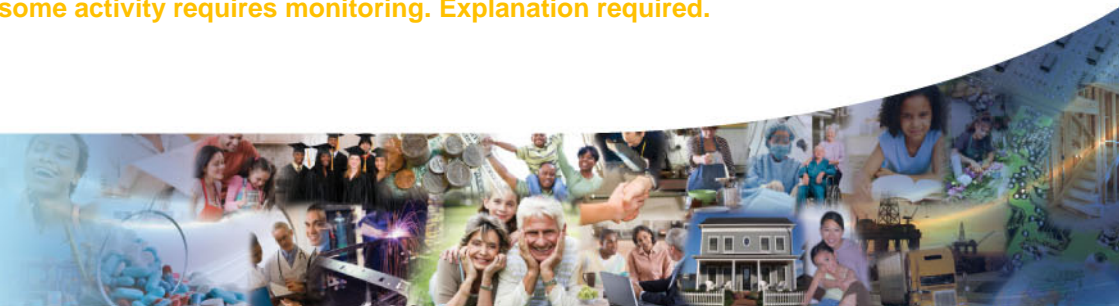
System	Deploy Date	Status	Comments/Issues
DSSD – Select Universe	03/17/14		
DSSD – Sample Non-responders for NRFU Universe	07/25/14		
DSSD – Admin Records Modeling	06/15/14		
CARRA – Append Phone Numbers and E-mail Addresses	04/15/14		
MAF/TIGER -- Delineation	10/18/13A		
MAF/TIGER -- Extract	02/18/14		
MAF/TIGER -- Non-ID Processing	06/06/14		

Red – May or will impact schedule. Explanation required.

Yellow – Can meet schedule but some activity requires monitoring. Explanation required.

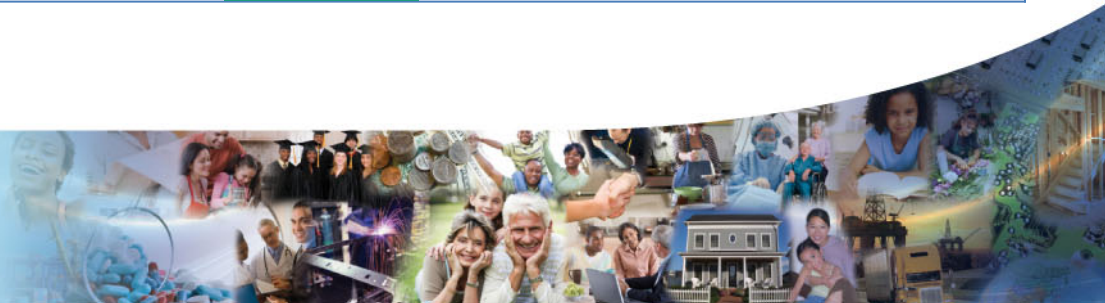
Green – On schedule.

Blue – Completed.



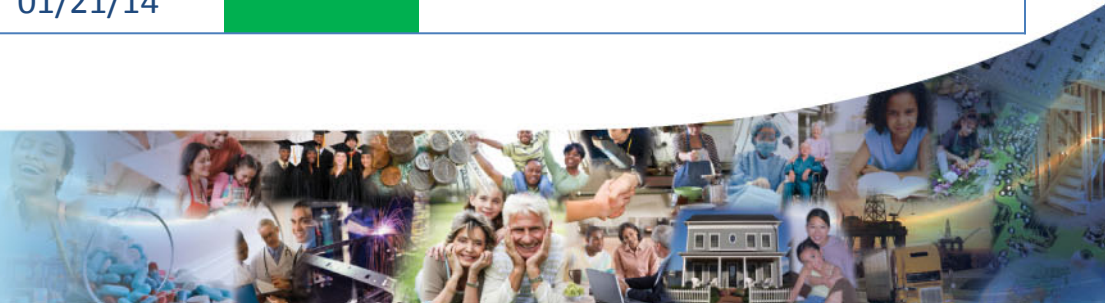
Systems Readiness - Status

System	Deploy Date	Status	Comments/Issues
RTOCS	05/27/14		Will be ready for NRFU Training 05/29
COMPASS	06/20/14		Will be ready for NRFU Training 05/29
UCRM	03/13/14		Some specifications not yet baselined.
MCS and WebCATI	06/06/14		
iCADE	06/23/14		iCADE system testing cannot begin until paper forms have been finalized.
NPC Services -- DocuTec	05/15/14		Have not completed review of all materials to be printed.
NPC Services -- Addressing/Mailing	05/27/14		
NPC Services -- IPTS	06/06/14		
NPC Services -- ATAC	06/06/14		



Systems Readiness - Status

System	Deploy Date	Status	Comments/Issues
NPC Services -- Phone Tree – Verify land line phone numbers	04/20/14		
NPC Services -- Phone Tree – Conduct AVI for pre-notice	06/16/14		
NPC Services -- WebTQA	06/05/14		
UTS -- Paradata	06/06/14		
UTS -- Reports	06/06/14		Waiting for reports specifications from 2020 Program Managers.
UTS -- Adaptive Design	06/06/14		Working with Adaptive Design on what data they need from NPC systems.
DAPPS	01/21/14		Does not have final specifications from UTS.
CHEC and CBS	01/21/14		



Systems Readiness - Status

System	Deploy Date	Status	Comments/Issues
Centurion -- Pre-Registration	06/05/14		On schedule for application development, given current specifications. May change depending upon delivery and review of load estimates and approach taken with awareness campaign.
Centurion -- Internet Data Collection	06/23/14		
E-Mail Notification	06/23/14		Have not selected a solution provider.



Operational Readiness

- Operational Readiness is the coordination across the enterprise involved in the development and execution of the systems and processes necessary to conduct the 2014 Site Test.
- The 2014 Census Operational Readiness plan is in development and the initial draft expected mid January 2014. The team is looking at the scope of the 2014 Site Test to identify the key phases in order to manage the operational readiness for each of the phases. Components of each phase include the schedule activities, systems readiness, field infrastructure and field support activities, and reporting activities.
- There are 12 Phases of Operational Readiness for which we will manage and monitor activities to completion



Operational Readiness - *Status*

Operational Readiness				
#	Phase	Date	Status	Comments/Issues
1	Site Selection	09/03/13		
2	OMB Submission	04/07/14		Submitted the presubmission notice to DOC 12/16/13.
3	Logistics/Training Kits	12/10/13		Printing Recruiting materials started 12/10/13.
4	Recruiting	01/06/14		
5	LCO Space (Open LCO)	04/09/14		We have identified an LCO site in Silver Spring, MD.
6	Initial Universe	03/13/14		
7	Self-Response	06/05/14		Awaiting Email Notification System decision.



Operational Readiness - *Status*

Operational Readiness				
#	Phase	Date	Status	Comments/Issues
8	Nonresponse Universe	07/21/14		
9	Nonresponse Followup	08/14/14		
10	Time and Motion	08/07/14		
11	LCO Closeout			Not started
12	Evaluations			Not started



Concerns

- The selection of the E-Mail Notification system provider has not yet been made. We have to implement an outbound e-mail solution that meets the security requirements for the storage and use of PII data (e-mails). We are assessing in-house system providers and external system providers.
- If the workloads identified for the public-facing systems (Pre-registration, Internet data capture, Telephone Questionnaire Assistance (TQA)) are not accurately defined then we may exceed the ability for the systems to support the respondents' ability to participate in the test. We do not know the impact of any communications awareness campaign associated with notifying the public.
- The External stakeholders expectations for the outcomes from the test exceed the purpose and capabilities developed for the test.

High Level Schedule

Activity	Start	Finish
Finalize Field Test Site Selection	--	09/13/13A
Open LCO	02/28/14	
Conduct Pre-Registration Post Card Invitation	06/05/14	
Conduct Contact 1: <ul style="list-style-type: none"> Mail Initial Letter and Instructions Mail Post Card and Instructions Send Email and Instructions 	06/23/14	06/23/14
Census Day	07/01/14	--
Conduct Contact 2: Send Post Card Reminder or Email Reminder	07/01/14	07/01/14
Conduct Contact 3: Send Post Card Reminder	07/08/14	07/08/14
Conduct Contact 4: Mail Questionnaires to Nonresponders	07/15/14	07/15/14
Cut for NRFU	07/21/14	--
Conduct Contact 5: Automated Voice Invitation Reminder	07/21/14	07/21/14
Conduct Enumerator Training	08/11/14	08/13/14
Conduct Nonresponse	08/14/14	09/25/14
Conduct Time and Motion	08/07/14	09/25/14



Backup Slides

System Acronyms and Names

- ATAC Automated Tracking and Control
- CARRA Center for Administrative Records Research and Applications
- CBS Commerce Business Systems
- CHEC Census Hiring and Employment Check System and Fingerprinting
- COMPASS Census Operations Mobile Platform for Adaptive Services and Solutions
- DAPPS Decennial Applicant, Personnel and Payroll Systems
- DocuTec Document production system
- DSSD Decennial Statistical Studies Division
- IPTS Intelligent Mail Barcode (IMB) Confirm Service® Postal Tracking System
- iCADE Integrated Computer Assisted Data Entry
- JARS Jeffersonville Activity Reporting System
- MAF/TIGER Master Address File
- MCS Master Control System
- NPC National Processing Center
- QUI/GIBS Questionnaire User Interface (QUI) Generalized Instrument Design System
- Research1 Administrative records Modeling Services
- RTOCS Research and Testing Operations Control System
- UCRM Universe Control and Response management
- UTS Unified Tracking System
- WebCATI Web Computer Aided Telephone Interviewing
- WebTQA Web Téléphone Questionnaire Assistance
- Phone Tree Landline Phone Service Check, AVI (robocall)

